

The Sale of "Summer White" Begins Monday

NEARER PERFECTION THAN ANY OTHER IN COHEN'S HISTORY---BECAUSE IT HAS GIVEN THOUGHT TO THE WOMEN THAT TRAVEL, the women that stay at home, the bride of the house, the mother of the family, the girls, down to the wee little tots. The buying and the selling advantages are the liberal understanding more in favor of Cohen's to-day than ever before. There is a cordial price-greeting in hundreds of the many beautiful "White" in this special offering.

Talking of Wonderful Things in Women's Apparel Muslin Underwear Perfection

NEVER BEFORE SUCH A STYLE CHANGE

And all the showing only days old, and practically unlimited in its great variety of the newest accepted American styles. With all these new beautiful garments to choose from there is no chance for encouraging home industry in the making. Both the styles and prices stand against it.

The new Awning Stripe Dresses, linen, ratine, imported crepe cloth, voiles and organdy; direct copies of French models **\$25.00**

Others of similar materials, in various combinations, including handkerchief linen, ratine, crepe cloth, trimmed with organdy and taffetas and moirés, at only **\$18.50**

Dresses of French linen, crepe cloths and voile, in combination with shadow lace or embroidery trimming; the most stylish of this season's models **\$12.50**

Others are of voile, gingham, tissue crepes and various new combinations and new models **\$5.75**

One of the most unique styles of the season at an underprice are Dresses of striped voile, floral crepes

and also new styles of gingham, for **\$3.98**

The New Cape Coats

They are here in all-wool shepherd check, trimmed with Roman stripe and handsome buttons; they are new now and the coming season— **\$20.00**

On special sale in the same department are Petticoats of all-silk messaline, accordeon pleated and tailored ruffles; all the various colors that are sold at \$2.48; special Monday **\$1.75**

AMI-FRENCH SHORT KIMONOS—These are only sold here; made of crepe cloth, the true imitation of hand embroidery; light blue, pink and white **\$1.19**



Others in figured and flowered lawns, with large sailor collars, all sizes, lace trimmed, for **48c**

Cohen's Second Floor.

The New Embroideries

Are different entirely from what you have seen before. The Embroidery Store is what it always has been—the best in the South. They come this season in colors and edges to match; some are in connection with laces; some on organdy and batiste. They are at once the most beautiful trimming that has ever been produced. Here are a few prices:

21-inch Swiss and Batiste, in the dainty figures; the embroidery runs about 10 inches, and with ruffle added with hemstitching, \$1.50 would be the proper price; they are **50c** marked, yard.

Another 21 inches wide, Swiss and batiste, embroidered edge, in the new small designs, are only **29c** yard.

The colored Allover are on soft batiste and crepe cloth voile, with embroidery similar to handwork; they come in small and large floral designs, sparsely printed, with excellent effect, yard, **50c** to **\$2.00**

Cohen's Main Floor.

Nearer than all of the heretofore. Better prices and better goods has been the aim. Customers who have had a comparative glance at these, and those of other stores, go in ecstasy over them, and had them priced as nowhere else.

The garments have an individuality in the highest grades that are entirely out of the ordinary. New in shape, new in their trimmings, new in many of the materials—NOT A SCRAFFY GARMENT, and not a stint in the size.

GOWN AT 30c—splendid quality long cloth, with hand-embroidered drawn embroidery edged with torchon lace; full and well made; we have seen nothing better.

ANOTHER IS the empire effect, with wide band of embroidery interlaced with ribbon over shoulder and waist, edged with heavy German torchon lace.

A Kimono Gown, edged with heavy lace, of good long cloth; full in every way; and at **25c** only.

STEP TO SEE, we doubt whether the lace of this elaborately trimmed gown, both sleeves and upper part of the gown, could be bought for 25c; gown itself made of high grade nainsook; most perfect sewing.

You can ascend the scale to **\$12.00** for Gowns, and see equal values all the way through.

One of the remarkable values of the Gowns is a lot at **\$2.00**, some eight styles, trimmed in different materials. We have never seen a better for \$2.00, and the styles are all new.

Skirts with shadow lace pleated flounce, edged with pleated lawn edging and ribbon bows; some houses who pretend to sell goods cheap, say they are **\$1.50**, we **75c** say.

Woolen Dress Goods

The right sort are selling fast, better than ever before.

Two Lots of New Checks New Showing of Crepe

One 38 inches wide, the other 54 inches; they come in the solid shepherd check and all the combination checks, in various colors; they are at once the prettiest styles that have been produced this season; price, per yard, **50c** and **\$1**

50c to **\$1.50**

Underprices in the Silk Store

The season is in its shade, and holders of silk are willing to make prices, therefore—

40-inch Canton Crepe, in ivory, black and other colors; it has been **\$2.75**, Monday the price **\$2.00** will be, yard.

We bought quite a lot of Crepe de Chine and Crepe Metiers; 40-inch double width; some of the qualities among the lot are **\$2.50**, none that cost less than **\$2.00**; they are all good at the price of, yard, **\$1.46**

Satin Foulards, in colors of blue, tango and all the rest of the new shades; all pure silk and have been the best **\$1.00** at 50c; Monday we will sell for, yard, **35c**

The first of this season's full complement of Black Mole Silks; the following prices, of which several are way under their value, are, yard—**\$1.50**, **\$1.88**, **\$2.00**, **\$2.50** and **\$3.50**, for what has been **\$5.00**.

40-inch French Crepe Taffeta; pure dye; has been **\$2.75**, **\$2.25** is, yard.

This Great Lace Store

Is greater than ever before. New ones come rolling in every day. We keep up with all the styles as they appear in Europe.

Here are 18-inch Shadow Lace Flouncings, in the new designs, and priced, yard, **19c**

Others are, yard, **25c**

Some are, yard, **48c**

The Net Top Laces are here in every design and daily new. They are beautiful and durable and are used in Paris. They come from the narrow to the widest flouncing, at **\$1.50** from yard, **50c** to **\$1.50**

Some are in colors, and come in various prices, **\$1.50** to **\$4.50** yard.

The Linen Department

Will have a special sale of quite a lot of fine Linens.

A lot of Table Cloths, round and scalloped, to be sold at, **\$2.50** each.

Heavy Double Damask Dinner Napkins, most attractive designs, have been priced **\$4.00**; special price, **\$2.50**

One of the best Irish Linen Sheetings, 24 yards wide, same that usually costs **\$1.50**; fire occurred in Glass Linen Importing house; damaged some of the goods; had to be sold by the underwriters; so that

Children's Coats, stamped and cut in the various sizes at, each, **90c** and **75c**

Children's Stamped Dresses, sizes 2 to 4 years, in pretty designs of checked muslin; they are the regular **50c** and **60c** ones; special sale **18c**

Store News

Special Ribbon Sale

We will place on sale 250 pieces wide Brocade Ribbons Monday, all pure silk and good quality, in white, pink and light blue; these have always been **39c**, special sale always will be, yard **21c**

Main Floor.

Naiad Dress Shields

The manufacturer asked us to sell these in large quantities; he has sent a demonstrator that knows how to represent them properly—we have sold these shields for years, and have always found them most satisfactory; they come in the various styles of bolero, kimono, attachable, full dress, shirt waist style, and the price, from **\$1.50** down to **25c**

Main Floor.

This Hosiery Stock

Has a double sole, high spliced heel and garter top fabric Silk Stocking; we could sell them for silk, and they would stand for silk to the last and they don't change in washing; black and white; 3 **\$1.00** pairs for

Main Floor.

One of the Prettiest Umbrellas of the Season

Is a Parasol of all-silk French taffeta, with cover to match, that come in every style, with an arm handle of the same color and material; extra long handle, so that they can be used for walking canes. **\$3.75** They are **\$1.48**

Main Floor.

Best Chamoisette Gloves

That we have seen in years; they come Paris Point, silk back, in white and natural; the quality was made to sell at **69c**, they are **50c** now

The same department also has 16-button, **\$1.00** finger tip Silk Gloves, in black and white, for **68c**

Main Floor.

Many Hundred Dozens Men's Shirts

At prices that have never been known before, and quantities, sizes and make, none superior; the prices are **\$1.28** down to **69c**

They should be **\$1** to **\$2.50**; the style comprises every new idea of the season.

Main Floor.

For Men Monday

Checked Nainsook Underwear; the best ever seen at **39c**; they are each, **25c** only

In the same department men's Athletic Checked Muslin Garments; **\$1.00** ones, **69c** for, suit **69c**

Main Floor.

The Finest Bow You Have Ever Had

It comes on a plaid pleated belt of pure silk, in the leather Goods Department; **\$1.00** price **\$1.00**

Main Floor.

The Infants' Dep't

Has some of the most beautiful flowered Crepe Children's Dresses, in white, with minaret flounce; 2 to 6 years **\$1.50** and only **33c** and **15c**

Second Floor.

About 5,000 lbs. Derby Linen Paper

It is the best Linen Paper that many houses in America ever sell at **15c**; our usual price is **10c**; in order to dispose of a big lot, the manufacturer allows us to sell at, per 8c pound **8c**

Envelopes to match.

Third Floor.

Notion Department

Children's Socklets, with clasps and fancy bows, for **10c**

All sizes of White Crocheted Buttons, costing to **10c** dozen, only **15c**

Canvas Shoe Dressing, new white polish, for, box **9c**

Two-quart Water Bottles for Ladies' Made Veils, **1 1/2** yards, instead of **1.00**, they are **50c**

The "Forest Queen" Toilet Soap, instead of **5c**, 3 cakes **10c** for

Piece of 12-yard Bias Seam Tape, No. 5, **7c**

Wash Trimming Head, 6-yard piece, to be sold for, **10c**

Table full of Wash Trimming Braids for **5c**

White and Colored Belting, Monday, yard, **5c**

Sanitary Aprons, instead of **19c** they are **15c**

Elastic Belts **15c**

for a dozen Nickel Safety Pins **5c**

for Real Hair Cap Nets **12 1/2c**

for Snap-on-Tape, can be sewed on by machine, yard, **15c**

Six Sanitary Towels, box, for **19c**

Tango Flare Collar Supports for the new Gladstone collar, Cohen's Main Floor.

Let Monday Be

There will be eight new styles on sale—styles that have never been dreamed of under **\$1.50** to **\$2.00**. They comprise all-over organdy, new fabrics, with organdy collars and cuffs, some embroidered in colors and white voiles, and what-not. This is an invitation that can be extended but seldom. Of course, you can go up to **\$3.50** and get **\$5.00** Waists; and dozens of others, including the Mourning Waists. Cohen's Second Floor.

People Who Buy Cotton White Goods

And Wash Goods from the higher imported down to the cheapest of good quality generally used, are crowding the department on the main floor. We have never known so many beautiful cottons, silk mixtures, mercerized and what-not. The new improvement of science and machinery makes cotton almost as valuable as silk in former years.

Printed and Woven Voiles, in stripes and other effects, sheer gauze and chiffon-like; these goods come 40 inches wide, and are **25c** priced, yard.

One of the new fabrics is the Plisse Crepe, in Dresden and other sorts of printing; quite a new shipment on sale Monday for, **19c** yard.

Printed Crepe Cloth, pretty designs, white grounds, with dainty printing, for which you pay **10c** to **30c**; on sale Monday for **12 1/2c** yard.

The various white and colored Skirting are here, all the new fabrics, from, **25c** to **\$1.00**

One lot of Striped Crepe, for waists and one-piece dresses, that has been **\$1.00**, is now, yard, **25c**

Best 100 Checked Batiste, which has been sold up to now at that price; five different sizes **6 1/2c** checks, Monday, yard.

Mercerized Voiles; they have been sold as a bargain at **18c**; 40 inches wide, on sale Monday for, **12 1/2c** yard.

Snowflake Cloth, yard wide, made on the order of rice cloth; former best price has been **25c** yard.

The 13c Plisse Crepe, white, blue and black, for **12 1/2c** yard.

The finest Flaxon that is made, in checks, stripes and bars, handkerchief style, that is always **\$5.00** on sale for, yard, **17c**

Cohen's Main Floor.

The Summer House Outfitting

Can be done here more satisfactorily than ever before. Assortment is greater, with the always Cohen's prices.

These Olex Rugs, all the various colors and styles. They come in **54 x 90**, for **\$2.25**

6 x 9, for **\$4.00**

8 x 10, for **\$8.00**

9 x 12, for **\$8.00**

12 x 15, for **\$14.50**

Woven Japanese Matting Rugs, the heavy grade, all sizes, **\$2.50** various colors, are.

Other Japanese Druggists, full size, **\$12**, for **\$1.95**

Olex Matting by the yard, **27**, **34** and **72** inches wide, sells for, yard, **35c** to **\$1.00**

lot of Seamless Brussels Druggists, the kind that you have to buy here and everywhere ordinarily for **\$12.50**, will sell Monday **\$8.75**

On special sale, Inlaid Linoleum, the usual **\$1.00** quality, **66c** for

Also a lot of Printed Linoleum that has been **\$6.00**; nothing wrong with it, only the manufacturer failed, and they were sold to the highest bidder; as long as they last they will be only, yard, **35c**

No better quality at **60c** to be had anywhere. They are at once Cohen's Fourth Floor.



The Bargain Basement

With Its Usual Underprice Helps

Will win a new price record Monday. There are shipments from at least a dozen factories to be disposed of. Here are a few of a store full:

About 100 pieces of best quality Shirting Calico, in 43 1/2 inch, 10, is, yard, **43 1/2c**

A lot of fine Dress Gingham; only a week ago they were sold at the reduction price of **12 1/2c**, in all the different colors, **53 1/2c**

Crepe Cloths, in fancy embroidered styles; also Voiles and Tissues that have always sold at **25c** up to now, at, **12 1/2c** yard

Batiste, in Dresden Patterns, dotted and plain colors, **12 1/2c** any, yard.

Fancy Dresden Crepes, printed in little figures, for, **7 1/2c** yard

Lot of Bleached Domestic, 12 1/2c quality, for, **7 1/2c** yard

Four cases of Apron Gingham that is always **6 1/2c**, for, **4 1/2c** yard

THESE WHITE GOODS are among those to be sold Monday—Embroidered Crepes are among the newest and most popular white fabrics that are **25c** **9 1/2c** usually, will sell for, **9 1/2c**

The popular Indian Head Skirting for only, **53 1/2c**

Head Madras, for waists and skirts, for, yard, **53 1/2c**

Yard-wide 10c Nainsook, **5 1/2c** for, yard, **11 1/2c**

White Madras, instead of **20c**, for, **11 1/2c**

White Hatline, in various designs, instead of **25c**, is, **12 1/2c** yard

15c Mercerized Chiffon Crepe; it comes in white and pastel shades, for undergarments; will be sold for, **10 1/2c** yard

Full case of Red Star Sanitary Bird's-Eye, 22 inches wide, 10 yards to piece, **79c** for

THE BEDDINGS ON SALE MONDAY are the unloading of our New York buyer, and some are even less than the present wholesale cost.

\$1.00 SILK PETTI-COATS 56c

It has every appearance of silk, is of superior quality, and comes in every new color that is dominant in silk skirts. It is a most remarkable purchase, because they have all been sold heretofore for **\$1.00**. Perfect in every way.

AMONG THE BOYS' SUITS will be found—

Several dozen Boys' Good Wash Suits for, **35c**

Others at, **50c**

The **\$1.00** ones have never been matched in the city under **\$1.50**.

You can step as high as **\$3.00** for beautiful Wash Suits.

The best Khaki Pants that are always sold for **50c** are **35c** here at, **35c**

Woolen Suits, instead of **50.00** for the best Norfolk **\$3.75**

There are dozens of wants for the boys, not only under prices, but the best styles to be had anywhere.



A Demonstration of De Bevoise Brassieres Will Take Place Here Next Week, Starting Monday

With the style of low bust Corsets this season, the De Bevoise have come in with thousands of women who never dreamed of buying these waists before, because they support the figure with every comfort. These waists are made to suit all shapes, and will be fitted by the demonstrator. They are at once "The Brassiere" made in America, and are priced from **50c** to **\$5.50**, and are the best value and most satisfactory of all that are to be found in the world. Women who commence wearing them hardly ever do without one—in fact, they take every place of a corset in a great number of cases. De Bevoise people were the pioneers of the brassieres, and as yet every other make is a simple imitation. Cohen's Second Floor.

DeBevoise